AMENDMENT

IN THE CLAIMS:

Pursuant to 37 CFR § 1.121, below is a complete listing of all claims in the application that include (1) currently amended claims 1, 16, and 17, (2) original claims 2, 6-15, 18, and 20-24, (3) previously presented claims 3, 5, and 19, (4) canceled claims 4 and 25-31, and (5) new claims 32-41.

1. (Currently Amended) A method for utilizing information relating to a subscriber to identify said subscriber ~~as a desirable subscriber~~ comprising:

receiving data from a plurality of programming and advertising sources;

receiving viewing information associated with the subscriber, the viewing information indicating whether the subscriber viewed data from <u>at least one of the programming and advertising sources and</u> a source other than the plurality of programming and advertising sources;

receiving a subscriber attribute, the subscriber attribute comprising data about the subscriber;

merging said data from plurality of programming and advertising sources, said viewing information, and said subscriber attribute to create a subscriber information data store; and

analyzing said subscriber information data store to determine said subscriber's desirability in relation to a provider<u>, wherein said subscriber's desirability is used to identify said subscriber to said provider.</u>

2. (Original) The method of claim 1, wherein said subscriber comprises a consumer.

3. (Previously Presented) The method of claim 1, wherein said data from the plurality of programming and advertising sources comprises television-programming data.

4. (Canceled)

5. (Previously Presented) The method of claim 1, wherein said data from the plurality of programming sources comprises duration information.

6. (Original) The method of claim 1, wherein said subscriber attribute comprises demographic information.

7. (Original) The method of claim 6, wherein said demographic information comprises a profession of said subscriber.

8. (Original) The method of claim 6, wherein said demographic information comprises a property ownership history of said subscriber.

9. (Original) The method of claim 1, wherein said subscriber attribute comprises a questionnaire response.

10. (Original) The method of claim 1, wherein said subscriber attribute comprises a purchase.

11. (Original) The method of claim 10, wherein said purchase comprises a purchase of a product, wherein said purchase complements a product provided by said provider.

12. (Original) The method of claim 10, wherein said purchase comprises a purchase of a product, wherein said product competes with a product provided by said provider.

13. (Original) The method of claim 1, wherein said provider comprises a content provider.

14. (Original) The method of claim 13, wherein said content provider comprises a content provider.

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15. (Original) The method of claim 13, wherein said content provider comprises an advertising provider.

16. (Currently Amended) A computer-readable medium on which is encoded computer program code for utilizing information relating to a subscriber to identify said subscriber ~~as a desirable subscriber~~ comprising:

computer program code for receiving data from a plurality of programming and advertising sources;

computer program code for receiving viewing information associated with the subscriber, the viewing information indicating whether the subscriber viewed data from <u>at least one of said programming and advertising sources and</u> a source other than the plurality of programming and advertising sources;

computer program code for merging said data from the plurality of programming and advertising sources, said viewing information, and said subscriber attribute to create a subscriber information data store; and

computer program code for analyzing said subscriber information data store to determine said subscriber's desirability in relation to a provider<u>, wherein said subscriber's desirability is used to identify said subscriber to said provider</u>.

17. (Currently Amended) A system for utilizing information related to a subscriber to identify the subscriber ~~as a desirable subscriber~~ comprising:

a content database, wherein said content database comprises data from a plurality of programming and advertising sources;

a subscriber-action database, wherein said subscriber-action database comprises viewing information associated with the subscriber, the viewing information indicating whether the subscriber viewed data from <u>at least one of said programming and advertising sources and</u> a source other than the plurality of programming and advertising sources;

a subscriber attribute database, wherein said subscriber attribute database comprises an attribute of said subscriber, the attribute comprising data about the subscriber;

a subscriber information database;

a merge processor electronically connected to said content database, said subscriber-action database, said subscriber attribute database, and said subscriber information database, wherein said merge processor is operative to merge information from said content-access information content database, said subscriber-action database, and said subscriber attribute database to create data in said subscriber information database; and

a data analyzer electronically connected to said subscriber information database, said data analyzer analyzing said subscriber information data store to determine said subscriber's desirability in relation to a provider, wherein said subscriber's desirability is used to identify said subscriber to said provider.

18. (Original) The system of claim 17, wherein said subscriber attribute database comprises a purchase history database.

19. (Previously Presented) The system of claim 18, wherein said purchase history database comprises a credit card database.

20. (Original) The system of claim 17, wherein said subscriber attribute database comprises of property ownership database.

21. (Original) The system of claim 17, wherein said subscriber attribute database comprises a survey result database.

22. (Original) The system of claim 17, wherein said data analyzer comprises a report creator.

23. (Original) The system of claim 17, wherein said data analyzer comprises a multidimensional database.

24. (Original) The system of claim 17, wherein said data analyzer comprises a data-mining application.

25. (Canceled)

26. (Canceled)

27. (Canceled)

28. (Canceled)

29. (Canceled)

30. (Canceled)

31. (Canceled)

32. (New) A method for utilizing information relating to a subscriber to identify said subscriber comprising:

      receiving data from a plurality of programming and advertising sources;

      receiving viewing information associated with the subscriber, the viewing information indicating whether the subscriber viewed real-time data from a source other than the plurality of programming and advertising sources;

      receiving a subscriber attribute, the subscriber attribute comprising data about the subscriber;

      merging said data from plurality of programming and advertising sources, said viewing information, and said subscriber attribute to create a subscriber information data store; and

      analyzing said subscriber information data store to determine said subscriber's desirability in relation to a provider.

33. (New) A computer-readable medium on which is encoded computer program code for utilizing information relating to a subscriber to identify said subscriber as a desirable subscriber comprising:

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computer program code for receiving data from a plurality of programming and advertising sources;

computer program code for receiving viewing information associated with the subscriber, the viewing information indicating whether the subscriber viewed real-time data from a source other than the plurality of programming and advertising sources;

computer program code for merging said data from the plurality of programming and advertising sources, said viewing information, and said subscriber attribute to create a subscriber information data store; and

computer program code for analyzing said subscriber information data store to determine said subscriber's desirability in relation to a provider.

34. (New) A system for utilizing information related to a subscriber to identify the subscriber as a desirable subscriber comprising:

a content database, wherein said content database comprises data from a plurality of programming and advertising sources;

a subscriber-action database, wherein said subscriber-action database comprises viewing information associated with the subscriber, the viewing information indicating whether the subscriber viewed real-time data from a source other than the plurality of programming and advertising sources;

a subscriber attribute database, wherein said subscriber attribute database comprises an attribute of said subscriber, the attribute comprising data about the subscriber;

a subscriber information database;

a merge processor electronically connected to said content database, said subscriber-action database, said subscriber attribute database, and said subscriber information database, wherein said merge processor is operative to merge information from said content-access information content database, said subscriber-action database, and said subscriber attribute database to create data in said subscriber information database; and

a data analyzer electronically connected to said subscriber information database.

35. (New) A method for utilizing information relating to a subscriber to identify said subscriber comprising:

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receiving data from a plurality of programming and advertising sources;

receiving viewing information associated with the subscriber, the viewing information indicating whether the subscriber viewed data from the plurality of programming and advertising sources and from a source other than the plurality of programming and advertising sources;

receiving a subscriber attribute, the subscriber attribute comprising data about the subscriber;

merging said data from plurality of programming and advertising sources, said viewing information, and said subscriber attribute to create a subscriber information data store; and

analyzing said subscriber information data store to determine said subscriber's desirability in relation to a provider, wherein said subscriber's desirability is used to identify said subscriber to said provider.

36. (New) The method of claim 35, wherein the step of receiving said subscriber attribute comprises receiving said subscriber attribute that identifies said subscriber as a consumer of said provider, and wherein the step of analyzing said subscriber information data store to determine said subscriber's desirability in relation to said provider comprises analyzing a purchase of the consumer to determine said subscriber's likelihood for another purchase of said provider.

37. (New) The method of claim 35, wherein the step of receiving said subscriber attribute comprises receiving said subscriber attribute that identifies a profession of said subscriber, and wherein the step of analyzing said subscriber information data store to determine said subscriber's desirability in relation to said provider comprises analyzing the profession of said subscriber to determine said subscriber's desirability to said provider.

38. (New) The method of claim 35, wherein the step of receiving said subscriber attribute comprises receiving said subscriber attribute that identifies a property ownership history of said subscriber, and wherein the step of analyzing said subscriber information data store to determine said subscriber's desirability in relation to said provider comprises analyzing the property ownership history of said subscriber to determine said subscriber's desirability to said provider.

39. (New) The method of claim 35, wherein the step of receiving said subscriber attribute comprises receiving a questionnaire response from said subscriber, and wherein the step of analyzing said subscriber information data store to determine said subscriber's desirability in relation to said provider comprises analyzing the questionnaire response of said subscriber to determine said subscriber's desirability to said provider.

40. (New) The method of claim 35, wherein the step of receiving said subscriber attribute comprises receiving a purchase of a product by said subscriber, and wherein the step of analyzing said subscriber information data store to determine said subscriber's desirability in relation to said provider comprises analyzing the purchase of the product to determine said subscriber's likelihood to purchase a complimentary product provided by said provider.

41. (New) The method of claim 35, wherein the step of receiving said subscriber attribute comprises receiving a purchase of a competitive product by said subscriber, and wherein the step of analyzing said subscriber information data store to determine said subscriber's desirability in relation to said provider comprises analyzing the purchase of the competitive product to determine said subscriber's likelihood to purchase a product provided by said provider.